

2. Demographics

- 2.0 Introduction
- 2.1 Age Distribution
- 2.2 Race
- 2.3 Sex Distribution
- 2.4 Educational Attainment
- 2.5 School Enrollment
- 2.6 Household Income
 - 2.6.1 Income Range
 - 2.6.2 Upper Income Increase
- 2.7 Number of Establishments
- 2.8 Workforce
- 2.9 New Home Sales and Re-sales

2. Demographics

2.0 Introduction

From 2000 to 2010, The City of Goodyear incurred a substantial increase in population, new home construction, and earning potential. During this time Goodyear also demonstrated a tremendous degree of resiliency while weathering the storm of financial downturn felt nationwide near the end of the decade. In general, by 2010 the City of Goodyear had not only grown in terms of size, but had also grown younger, more educated, and more prosperous.

2.1 Age Distribution

The City of Goodyear experienced significant growth over the last decade. It grew by approximately 245 percent from a population of only 18,911 in 2000 to 65,275 residents in 2010. During this time, the median age of Goodyear residents dropped from 36, (shown in Table 2.1) to 34 (shown in Table 2.2). This was in contrast to Maricopa County as a whole, which saw its median age increase from 33 to 34. It should also be noted that by 2010, Goodyear's median age had become aligned with that of Maricopa County's, also with a median age of 34 by 2010 (also illustrated in Table 2.2).

In general, Goodyear has a diverse representation of age within its community. Both 2000 and 2010 Census data indicate that no one single age group contributed to an outlying majority of the City's population. In 2010, Goodyear's age distribution mirrored that of Maricopa County, with both having their majority population falling below the age of 50.

2. Demographics

Table 2.1: Age Distribution 2000 by Cities, County, State

Age	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total	18,911	6,417	35,883	108,364	3,072,149	5,130,632
Under 5	6.4%	9.2%	9.8%	7.4%	7.9%	7.5%
5 to 9	6.5%	9.4%	9.8%	8.2%	7.8%	7.6%
10 to 14	6.1%	10.4%	9.6%	8.3%	7.2%	7.4%
15 to 19	5.0%	8.4%	8.2%	6.7%	7.0%	7.2%
20 to 24	6.9%	6.4%	6.6%	4.5%	7.3%	7.1%
25 to 29	7.4%	5.8%	8.0%	6.3%	8.0%	7.3%
30 to 34	8.9%	7.7%	8.9%	7.5%	7.9%	7.2%
35 to 39	9.4%	6.7%	8.8%	8.8%	8.1%	7.7%
40 to 44	8.3%	8.2%	7.5%	8.0%	7.4%	7.3%
45 to 49	6.8%	6.9%	6.3%	6.4%	6.3%	6.5%
50 to 54	6.4%	5.3%	5.2%	5.5%	5.6%	5.8%
55 to 59	6.3%	4.6%	3.7%	4.4%	4.4%	4.7%
60 to 64	5.6%	2.6%	2.5%	3.6%	3.5%	4.0%
65 to 69	4.7%	2.7%	1.7%	3.5%	3.2%	3.7%
70 to 74	2.7%	1.9%	1.4%	3.4%	3.0%	3.4%
75 to 79	1.5%	2.5%	1.1%	2.9%	2.6%	2.8%
80 to 84	0.7%	0.8%	0.6%	2.1%	1.7%	1.8%
85 and over	0.3%	0.3%	0.4%	2.5%	1.3%	1.3%
Median age	37	30	29	36	33	34

Source: U.S. Census Bureau, Census 2000 Summary File 1

2. Demographics

Table 2.2: Age Distribution 2010 by Cities, County, State

Age	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total	65,275	50,876	76,238	154,065	3,817,117	6,392,017
Under 5	7.3%	9.1%	9.3%	6.4%	7.4%	7.1%
5 to 9	7.7%	8.9%	9.1%	7.1%	7.4%	7.1%
10 to 14	7.5%	8.3%	8.9%	7.8%	7.3%	7.0%
15 to 19	7.4%	6.7%	8.7%	7.4%	7.3%	7.2%
20 to 24	6.1%	6.3%	8.2%	5.7%	7.0%	6.9%
25 to 29	6.6%	9.1%	8.0%	5.8%	7.2%	6.9%
30 to 34	7.4%	9.6%	7.9%	5.8%	6.9%	6.5%
35 to 39	8.1%	8.6%	7.9%	6.8%	7.0%	6.5%
40 to 44	7.5%	7.1%	7.0%	7.3%	6.8%	6.4%
45 to 49	6.7%	5.6%	6.3%	7.7%	6.9%	6.7%
50 to 54	5.9%	5.1%	5.4%	6.8%	6.4%	6.5%
55 to 59	5.2%	4.6%	4.3%	5.8%	5.5%	5.9%
60 to 64	5.6%	4.3%	3.4%	5.3%	5.0%	5.5%
65 to 69	4.5%	3.2%	2.2%	4.2%	3.8%	4.4%
70 to 74	2.9%	1.8%	1.4%	3.2%	2.9%	3.4%
75 to 79	1.8%	0.9%	0.9%	2.5%	2.2%	2.5%
80 to 84	0.9%	0.5%	0.6%	2.1%	1.7%	1.9%
85 and over	0.7%	0.3%	0.4%	2.3%	1.5%	1.6%
Median age	34.9	30.7	28.6	38.1	34.6	35.9

Source: U.S. Census Bureau, 2010 Census

2.2 Race

From 2000 to 2010, the proportion of residents of Asian or African American background increased by 2.6 percent and 1.5 percent respectively. The data listed in Tables 2.3 and 2.4 shows that the percentage of white residents living in Goodyear experienced the largest adjustment during this time, seeing a 6.2 percent

2. Demographics

reduction, while the number of American Indian residents grew slightly, at an increase of only 0.2 percent.

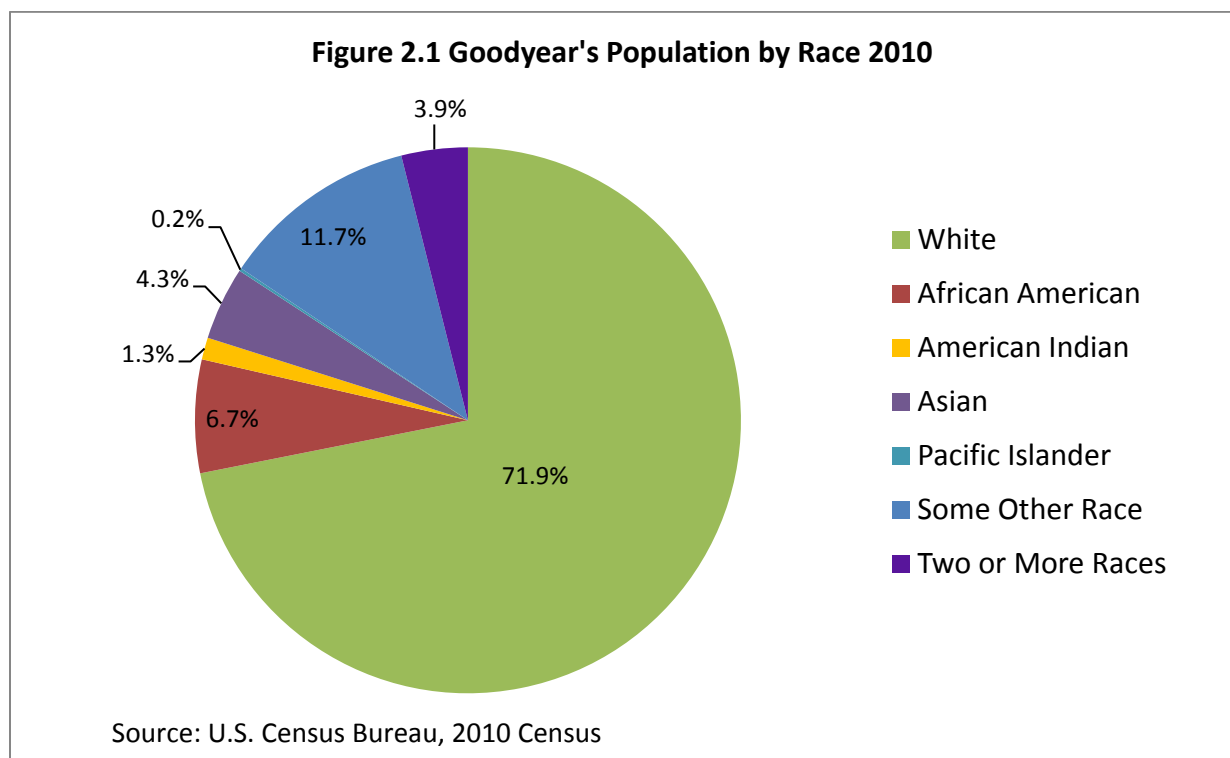


Table 2.3: Race 2000 by Cities, County, State						
Race	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total population	18,911	6,537	35,883	108,364	3,072,149	5,130,632
White	78.1%	72.5%	63.3%	84.9%	77.4%	75.5%
African American	5.2%	3.4%	5.2%	2.8%	3.7%	3.1%
American Indian	1.1%	1.7%	1.3%	0.7%	1.8%	5.0%
Asian	1.7%	0.4%	1.9%	1.9%	2.2%	1.8%
Pacific Islander	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Some Other Race	10.9%	19.3%	24.3%	7.1%	11.9%	11.6%
Two or More Races	3.0%	2.5%	3.9%	2.5%	2.9%	2.9%

Source: U.S. Census Bureau, Census 2000 Summary File 1

2. Demographics

Table 2.4: Race 2010 by Cities, County, State

Race	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total population	65,275	50,876	76,238	154,065	3,817,117	6,392,017
White	71.9%	65.7%	58.1%	82.2%	73.0%	73.0%
African American	6.7%	7.1%	9.3%	3.4%	5.0%	4.1%
American Indian	1.3%	1.8%	1.7%	1.0%	2.1%	4.6%
Asian	4.3%	1.8%	3.5%	3.2%	3.5%	2.8%
Pacific Islander	0.2%	0.2%	0.4%	0.1%	0.2%	0.2%
Some Other Race	11.7%	19.3%	22.6%	7.0%	12.8%	11.9%
Two or More Races	3.9%	4.2%	4.5%	3.1%	3.5%	3.4%

Source: U.S. Census Bureau, 2010 Census

2.3 Sex Distribution

As exhibited in Table 2.5, by the year 2000, Goodyear and the neighboring communities of Buckeye, Avondale, and Peoria each portrayed a balanced gender distribution. This was also consistent for Maricopa County, and the State of Arizona. However, Table 2.6 illustrates that by 2010, both Goodyear and Buckeye had made noticeable shifts in gender distribution. During this time, Goodyear had experienced a 4 percent increase in its female population, while Buckeye's distribution of female residents decreased by 4 percent.

Table 2.5 : Sex 2000 by Cities, County, State

Sex	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total Population	18,911	6,537	35,883	108,364	3,072,149	5,130,632
Male	50.9%	50.4%	50.6%	48.0%	50.0%	49.9%
Female	49.1%	49.6%	49.4%	52.0%	50.0%	50.1%

Source: U.S. Census Bureau, Census 2000 Summary File 1

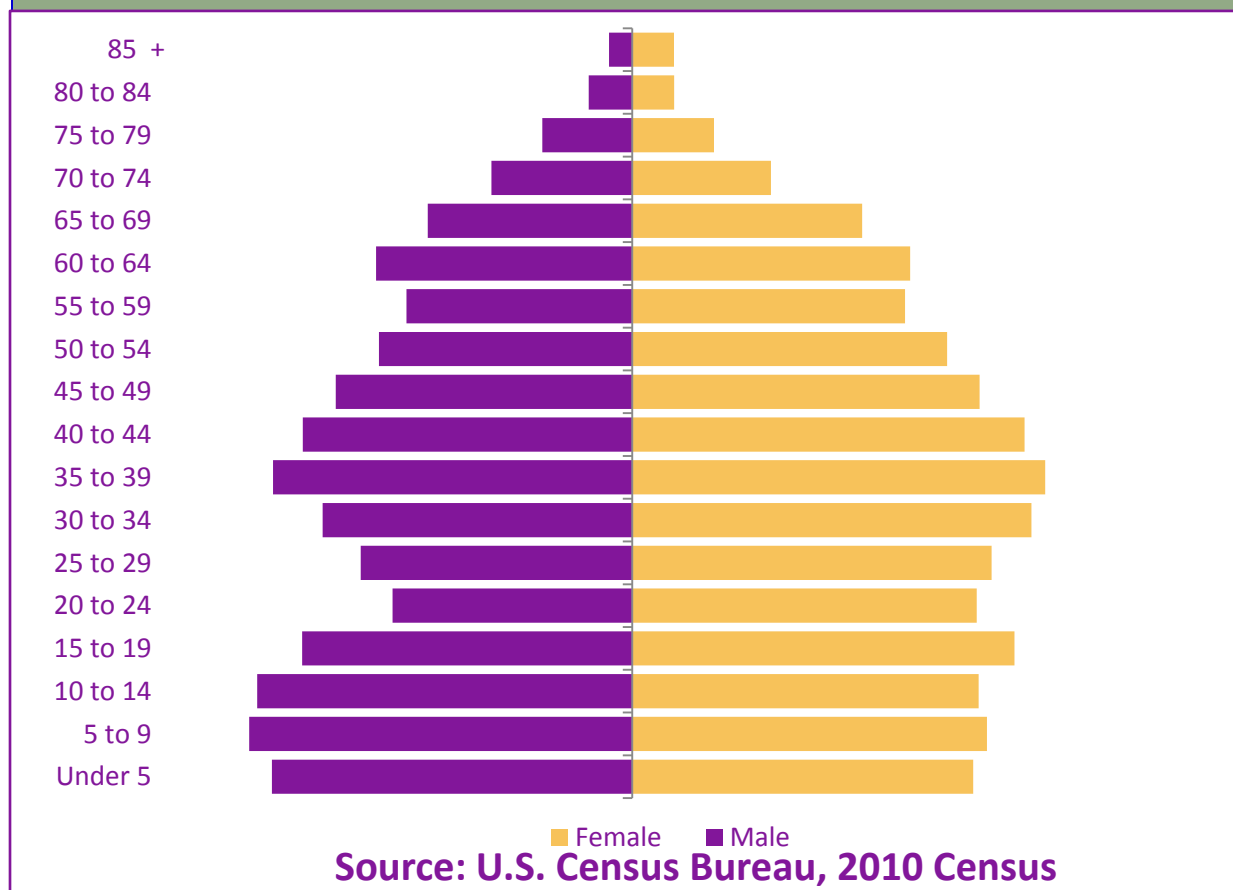
2. Demographics

Table 2.6: Sex 2010 by Cities, County, State

Sex	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total Population	65,275	50,876	76,238	154,065	3,817,117	6,392,017
Male	46.9%	54.6%	49.6%	48.0%	49.5%	49.7%
Female	53.1%	45.4%	50.4%	52.0%	50.5%	50.3%

Source: U.S. Census Bureau, 2010 Census

Figure 2.2: City of Goodyear Population by Age and Sex 2010



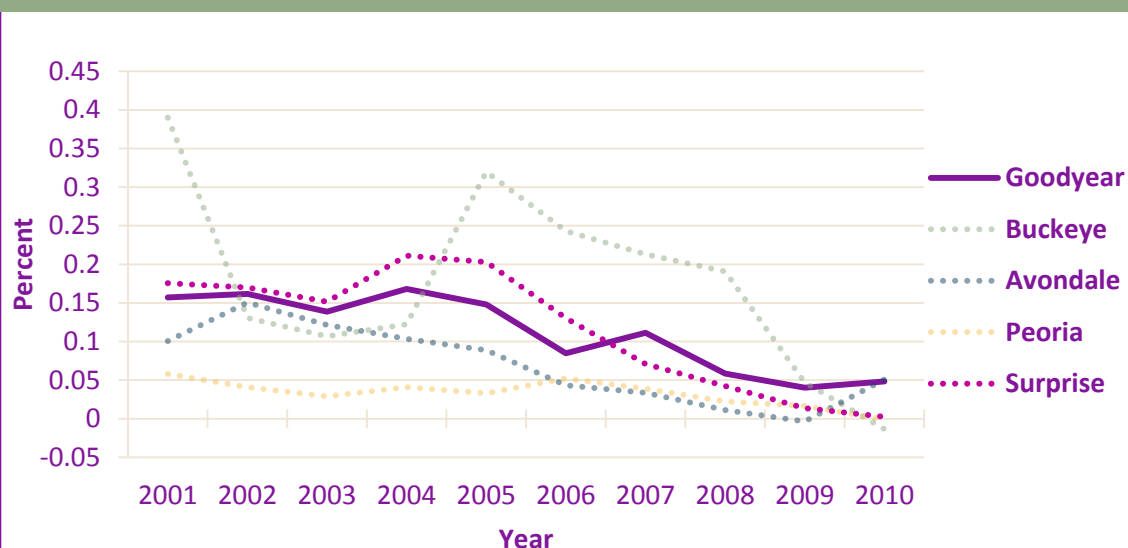
2. Demographics

Table 2.7: Historic Population Growth (Estimate) 2000-2010 by Cities, County, State

Year	Goodyear	Buckeye	Avondale	Peoria	Surprise	Maricopa	Arizona
2001	15.7%	39.0%	10.0%	5.8%	17.6%	2.5%	0.6%
2002	16.2%	13.0%	15.1%	4.1%	17.0%	2.7%	2.1%
2003	13.9%	10.7%	12.1%	2.9%	15.1%	2.8%	2.3%
2004	16.8%	12.2%	10.3%	4.1%	21.1%	3.3%	2.1%
2005	14.8%	32.0%	8.9%	3.3%	20.3%	3.1%	2.5%
2006	8.5%	24.3%	4.3%	5.2%	13.0%	2.4%	3.2%
2007	11.1%	21.3%	3.4%	3.9%	7.1%	2.4%	3.2%
2008	5.9%	19.1%	1.1%	2.2%	4.2%	1.5%	2.2%
2009	4.0%	4.7%	-0.3%	1.7%	1.4%	0.3%	1.8%
2010	4.8%	-1.3%	5.1%	-0.1%	0.2%	-0.1%	1.7%

Source: MAG, Municipality Intercensal Population Estimates December 2011

Figure 2.3: Historic Estimated Growth Rate 2001-2010



Source: MAG, Municipality Intercensal Population Estimates December 2011

2. Demographics

2.4 Educational Attainment

Goodyear experienced a significant increase in the educational attainment of its residents from 2000 to 2010. At the start of the decade, only 16 percent of the City's population ages 25 and older had earned a postsecondary degree. Tables 2.8 and 2.9 indicate that by 2010, the proportion of Goodyear residents earning an associate's degree or higher had more than doubled to 39 percent. In contrast, approximately 37 percent of persons age 25 or older living in Maricopa County had earned postsecondary degrees by 2010, an increase of only 4 percent since 2000.

Table 2.8: Educational Attainment 2000 for People 25 and Over

Grade	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Population 25 years +	3,600	12,916	20,221	70,583	1,934,957	3,256,184
Less than 9th grade	14.3%	4.3%	16.6%	3.5%	7.4%	7.8%
9th to 12th grade, no diploma	15.5%	12.1%	12.2%	8.1%	10.1%	11.2%
High school graduate (includes equivalency)	32.2%	25.1%	23.3%	28.0%	23.1%	24.3%
Some college, no degree	22.1%	28.4%	24.8%	30.6%	26.6%	26.4%
Associate's degree	5.7%	7.5%	7.0%	8.0%	7.0%	6.7%
Bachelor's degree	7.4%	15.4%	11.0%	15.2%	17.2%	15.2%
Graduate or professional degree	2.9%	7.2%	5.2%	6.5%	8.7%	8.4%

Source: U.S. Census Bureau, Census 2000 Summary File 3

2. Demographics

Table 2.9: Educational Attainment 2010 for People 25 and Over

Grade	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Population 25 years +	36,513	24,821	39,547	97,537	2,376,039	4,017,638
Less than 9th grade	3.6%	5.4%	10.4%	3.6%	6.7%	6.6%
9th to 12th grade, no diploma	6.4%	10.0%	11.6%	6.4%	7.7%	8.4%
High school graduate (includes equivalency)	22.0%	29.2%	27.3%	25.6%	23.8%	25.1%
Some college, no degree	28.9%	26.5%	21.4%	29.1%	24.8%	25.5%
Associate's degree	10.3%	8.9%	9.2%	8.9%	8.0%	8.0%
Bachelor's degree	18.5%	13.6%	14.1%	17.4%	18.8%	16.7%
Graduate or professional degree	10.2%	6.2%	6.0%	9.0%	10.3%	9.6%

Source: U.S. Census Bureau, 2006-2010 American Community Survey

2.5 School Enrollment

The dramatic increase of Goodyear's population from 2000 to 2010 (Table 2.7) was accompanied by an equally substantial increase in educational enrollment. Goodyear's school enrollment for grades K-12 increased from about 16 percent of the total population in 2000, to 21 percent in 2010. This growth in school enrollment placed Goodyear slightly ahead of the state average of 19 percent in 2010.

Table 2.10: School Enrollment 2000 Level by Cities, County, State

Grade	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Nursery	1.7%	1.9%	1.3%	1.6%	1.7%	1.6%
Kindergarten	1.1%	1.5%	2.1%	1.8%	1.6%	1.5%
Elementary School (1-8)	9.7%	17.4%	15.8%	13.3%	12.1%	12.2%
High School (9-12)	4.8%	5.8%	6.6%	5.6%	5.3%	5.6%
College Undergraduate	5.6%	4.1%	4.1%	4.3%	5.2%	5.3%
Graduate or Prof School	0.8%	0.8%	0.9%	1.0%	1.2%	1.1%

Source: U.S. Census Bureau, Census 2000 Summary File 3

2. Demographics

Table 2.11: School Enrollment 2010 Level by Cities, County, State

Grade	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Nursery	0.4%	NA	0.6%	1.0%	1.3%	1.3%
Kindergarten	1.3%	NA	1.7%	1.1%	1.4%	1.4%
Elementary School (1-8)	12.2%	NA	12.4%	11.3%	11.7%	11.2%
High School (9-12)	7.5%	NA	7.1%	6.2%	5.8%	5.6%
College Undergraduate	4.1%	NA	5.1%	6.4%	6.2%	6.3%
Graduate or Prof School	0.9%	NA	1.3%	0.8%	1.2%	1.2%

Source: U.S. Census Bureau, 2006-2010 American Community Survey

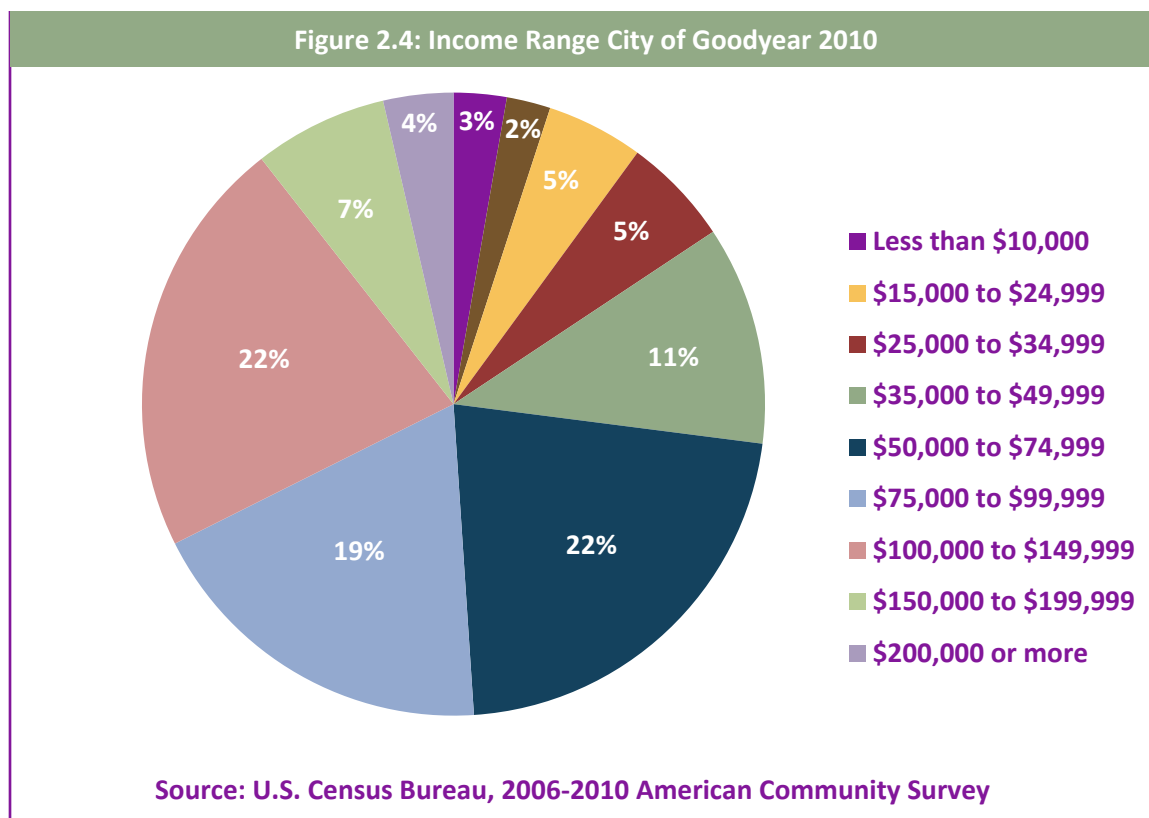
2.6 Household Income

The median income of Goodyear households increased 33 percent from \$57,492 in 2000 to \$76,221 in 2010. This jump in median household income is especially impressive as Goodyear experienced a 301 percent increase in the number of households during this time. In comparison, the average Maricopa County household only experienced a 21 percent increase in median income during the same time period, and the increase statewide was 9 percent lower than Goodyear's. With the exception of Buckeye, which began the decade with a significantly lower median household income of \$35,383, neighboring communities such as Avondale and Peoria also experienced smaller gains than Goodyear in terms of median household income, increasing by 24 and 22 percent respectively.

2.6.1 Income Range

In general, the level of household income was higher in Goodyear for 2010 than in neighboring cities such as Buckeye and Avondale, as well as Maricopa County and the State of Arizona. For example, Table 2.13 illustrates that the \$100,000 to \$149,999 income bracket represented 22 percent of Goodyear's households in 2010. In comparison, Buckeye had 14 percent of households fall within this range, Avondale had 17, Maricopa County had 14, and statewide, only 12 percent of total households fall within this income range for 2010.

2. Demographics



2.6.2 Upper Income Increase

The most significant increases in household income levels in Goodyear between 2000 and 2010 occurred in the upper third of income ranges. By 2010, the proportion of households earning between \$100,000 and \$149,999 went up by 11 percent, the \$150,000 to \$199,999 range increased by 4 percent, and the proportion of households in Goodyear earning \$200,000 or more annually had increased by 9 percent. Goodyear held claim to a higher percentage of household incomes within the top tier ranges while smaller increases took place in neighboring communities of Avondale, Peoria, and Buckeye.

2. Demographics

Table 2.12: Household Income 2000 by Cities, County, State

Income	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total households	6051	2140	10,654	39,286	1,133,048	1,901,625
Less than \$10,000	3.2%	16.2%	6.4%	4.2%	6.8%	8.6%
\$10,000 to \$14,999	2.1%	7.1%	5.1%	3.5%	5.2%	6.4%
\$15,000 to \$24,999	7.3%	10.8%	10.6%	9.0%	12.2%	13.9%
\$25,000 to \$34,999	9.6%	15.1%	11.5%	11.5%	13.1%	14.0%
\$35,000 to \$49,999	18.7%	18.9%	17.5%	18.3%	17.5%	17.5%
\$50,000 to \$74,999	27.3%	16.6%	25.5%	25.7%	20.7%	19.2%
\$75,000 to \$99,999	15.6%	9.5%	12.4%	15.6%	11.2%	9.7%
\$100,000 to \$149,999	11.0%	3.6%	8.3%	8.7%	8.4%	6.9%
\$150,000 to \$199,999	2.6%	1.0%	1.4%	1.7%	2.3%	1.9%
\$200,000 or more	2.7%	1.2%	1.4%	1.7%	2.5%	2.0%
Median household income (\$)	57,492	35,383	49,153	52,199	45,358	40,558

Source: U.S. Census Bureau, Census 2000 Summary File 3

Table 2.13: Household Income 2010 by Cities, County, State

Income	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total households	18,217	13,193	21,402	54,398	1,382,002	2,326,468
Less than \$10,000	2.7%	4.4%	5.6%	3.8%	6.1%	7.0%
\$10,000 to \$14,999	2.3%	3.3%	4.4%	3.2%	4.4%	5.1%
\$15,000 to \$24,999	5.0%	6.0%	6.7%	7.9%	9.6%	10.8%
\$25,000 to \$34,999	5.6%	9.0%	9.0%	8.7%	10.4%	11.3%
\$35,000 to \$49,999	11.4%	13.8%	15.0%	13.6%	14.8%	15.3%
\$50,000 to \$74,999	21.9%	27.2%	22.0%	21.7%	19.3%	19.2%
\$75,000 to \$99,999	18.7%	16.4%	15.6%	15.8%	13.0%	12.3%
\$100,000 to \$149,999	21.8%	13.5%	17.0%	16.5%	13.5%	11.8%
\$150,000 to \$199,999	6.9%	4.0%	3.2%	5.0%	4.5%	3.7%
\$200,000 or more	3.6%	2.3%	1.6%	3.9%	4.3%	3.4%
Median household income (\$)	76,221	62,046	60,907	63,535	55,054	50,448

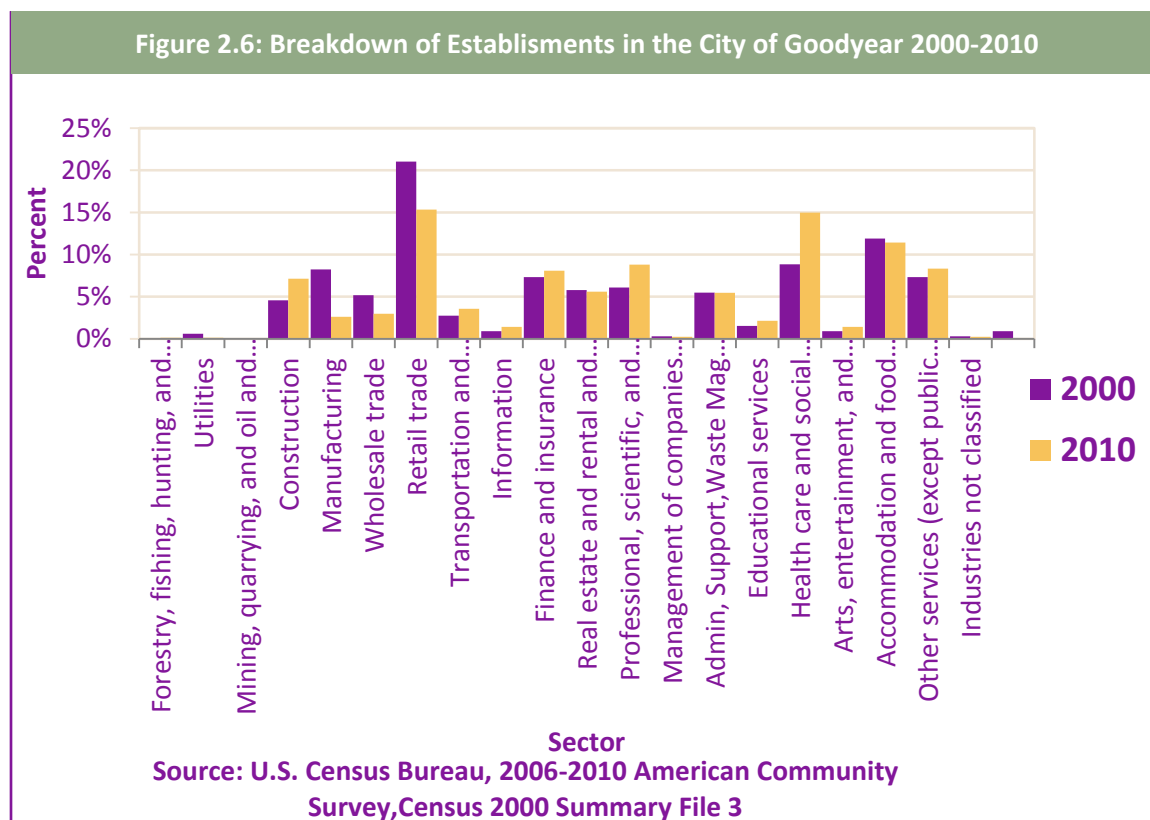
Source: U.S. Census Bureau, 2006-2010 American Community Survey

2. Demographics

2.7 Number of establishments

In 2000, Goodyear's strongest industries were retail trade, representing 21 percent of the employment base, and food service which accounted for approximately 12 percent of total establishments. Figure 2.5 illustrates that ten years later, there was a more even distribution among three primary industries: retail trade (15 percent), food service (11 percent), as well as the emergence of health care employment in Goodyear (15 percent).

Goodyear has also improved in terms of the number of people employed in professional, scientific, and technical services from 6 percent in 2000 to nearly 9 percent in 2010. This increase is significant because Goodyear historically has been outpaced by County and State employment levels in this sector, but has more recently narrowed the gap, as shown in Table 2.15 below.



2. Demographics

Table 2.14: Number of Establishments 2000 by Sector, Cities, County, State

Sectors	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total for all sectors	328	181	262	1,450	72,014	114,804
Forestry, fish, hunt, and agriculture support	NA	2.8%	1.1%	NA	0.1%	0.2%
Mining	0.6%	1.1%	NA	0.1%	0.1%	0.2%
Utilities	NA	0.6%	0.4%	0.1%	0.1%	0.2%
Construction	4.6%	15.5%	11.5%	16.4%	10.1%	11.0%
Manufacturing	8.2%	5.5%	4.2%	3.6%	4.7%	4.3%
Wholesale trade	5.2%	6.1%	3.4%	2.8%	6.7%	5.9%
Retail trade	21.0%	17.7%	18.3%	9.0%	13.6%	14.7%
Transportation & warehousing	2.7%	9.9%	3.8%	3.8%	2.1%	2.2%
Information	0.9%	1.7%	0.8%	1.1%	1.8%	1.7%
Finance & insurance	7.3%	3.3%	4.6%	5.8%	7.2%	6.5%
Real estate & rental & leasing	5.8%	3.9%	4.6%	3.9%	5.4%	5.3%
Professional, scientific & technical services	6.1%	4.4%	7.3%	7.0%	12.0%	10.7%
Management of companies & enterprises	0.3%	NA	NA	0.1%	0.8%	0.7%
Admin, support, waste mgt, remediation services	5.5%	3.9%	6.5%	7.1%	6.6%	6.0%
Educational services	1.5%	NA	2.7%	0.8%	1.0%	1.1%
Health care and social assistance	8.8%	5.5%	6.5%	10.6%	9.4%	9.6%
Arts, entertainment & recreation	0.9%	0.6%	1.1%	0.7%	1.1%	1.2%
Accommodation & food services	11.9%	5.5%	9.2%	7.6%	7.2%	8.1%
Other services (except public administration)	7.3%	8.3%	12.6%	10.7%	8.5%	8.8%
Auxiliaries (excl.corporate & regional mgt)	0.3%	1.7%	0.4%	NA	0.2%	0.2%
Unclassified establishments	0.9%	2.2%	1.1%	1.9%	1.4%	1.5%

Source: U.S. Census Bureau, Census 2000 Summary File 3

2. Demographics

Table 2.15: Number of Establishments 2010 by Sector, Cities, County, State

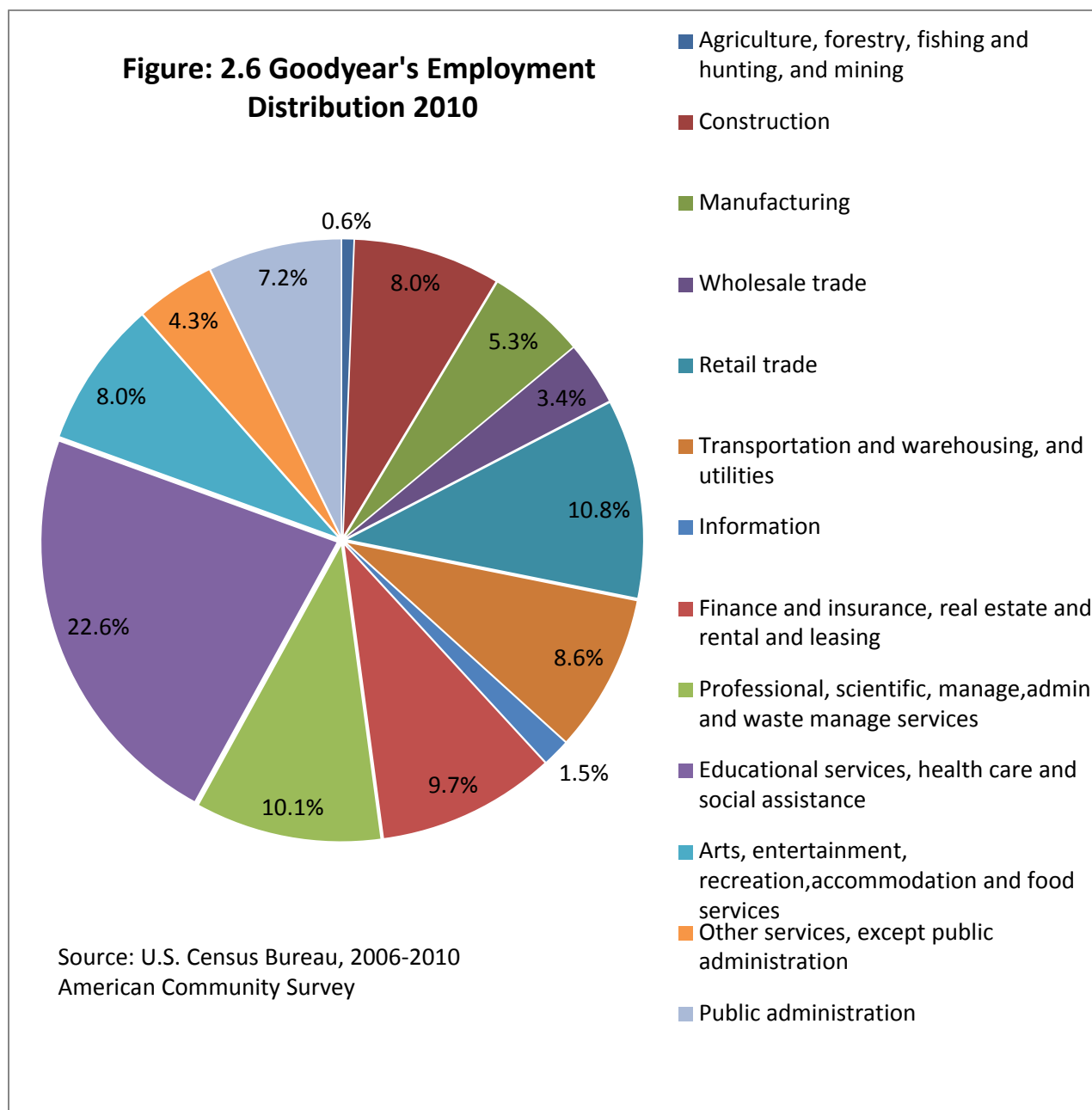
Sectors	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Total for all sectors	841	433	644	2,532	85,789	134,072
Forestry, fishing, hunting, and Agriculture Support	0.1%	0.5%	0.2%	0.1%	0.1%	0.1%
Utilities	0.1%	0.7%	NA	0.1%	0.1%	0.2%
Mining, quarrying, and oil and gas extraction	NA	0.9%	0.2%	0.2%	0.1%	0.2%
Construction	7.1%	12.2%	6.8%	13.2%	9.1%	9.9%
Manufacturing	2.6%	3.7%	1.7%	2.0%	3.6%	3.4%
Wholesale trade	3.0%	4.4%	2.6%	3.0%	5.6%	5.0%
Retail trade	15.3%	14.8%	17.9%	15.0%	12.7%	13.8%
Transportation and warehousing	3.6%	7.9%	2.8%	1.6%	2.1%	2.4%
Information	1.4%	0.7%	0.9%	1.1%	1.7%	1.6%
Finance and insurance	8.1%	6.7%	7.8%	8.0%	8.2%	7.3%
Real estate and rental and leasing	5.6%	4.6%	6.4%	5.8%	6.1%	6.0%
Professional, scientific, and technical services	8.8%	8.8%	3.6%	9.3%	13.2%	11.9%
Management of companies and enterprises	0.2%	0.2%	0.3%	0.0%	0.8%	0.7%
Admin, support, waste mgt, remediation services	5.5%	6.2%	5.3%	6.7%	6.5%	6.1%
Educational services	2.1%	1.2%	1.9%	1.6%	1.4%	1.4%
Health care and social assistance	15.0%	4.4%	14.3%	14.2%	11.8%	11.9%
Arts, entertainment, and recreation	1.4%	0.7%	1.2%	0.8%	1.2%	1.3%
Accommodation and food services	11.4%	11.5%	13.8%	9.0%	7.8%	8.6%
Other services (except public administration)	8.3%	9.7%	10.2%	8.9%	7.6%	8.0%
Industries not classified	0.2%	0.2%	NA	0.2%	0.1%	0.1%

Source: U.S. Census Bureau, 2006-2010 American Community Survey

2. Demographics

2.8 Workforce

Table 2.16 shows that in 2000, the largest employment groups in Goodyear were in manufacturing (12 percent), retail (13 percent), and educational services (13 percent). By 2010, the number of those working in educational services had nearly doubled to 23 percent, while at the same time those employed in manufacturing dropped by more than 50 percent (Figure 2.6). This reduction in manufacturing jobs was consistent throughout the state.



2. Demographics

Table 2.16: Employment age 16 and over 2000 by Cities, County, State

Industry	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Civilian employed population 16 years and over	7,651	2,474	15,670	49,793	1,427,292	2,233,004
Agriculture, forestry, fishing and hunting, and mining	2.1%	4.0%	2.5%	0.3%	0.6%	1.5%
Construction	7.2%	10.1%	8.4%	8.3%	8.6%	9.2%
Manufacturing	11.8%	13.1%	14.1%	9.3%	11.6%	10.8%
Wholesale trade	4.8%	4.6%	4.7%	4.1%	3.8%	3.5%
Retail trade	13.1%	10.0%	10.2%	13.1%	12.1%	13.0%
Transportation and warehousing, and utilities	10.7%	10.6%	8.1%	6.9%	5.1%	5.3%
Information	1.7%	1.7%	2.1%	3.6%	3.2%	3.0%
Finance and insurance, and real estate and rental and leasing	7.9%	3.7%	7.2%	10.2%	9.5%	8.3%
Professional, scientific, manage, admin and waste manage services	9.0%	5.3%	6.6%	8.9%	11.5%	10.9%
Educational services, and health care and social assistance	13.3%	18.4%	16.4%	18.8%	16.1%	19.0%
Arts, entertainment, recreation, accommodation and food services	6.1%	6.1%	7.5%	6.1%	8.9%	10.7%
Other services, except public administration	3.6%	4.8%	4.1%	3.9%	4.5%	4.9%
Public administration	8.5%	7.7%	8.2%	6.4%	4.4%	0.0%

Source: U.S. Census Bureau, Census 2000 Summary File 3

2. Demographics

Table 2.17: Employment age 16 and over 2010 by Cities, County, State

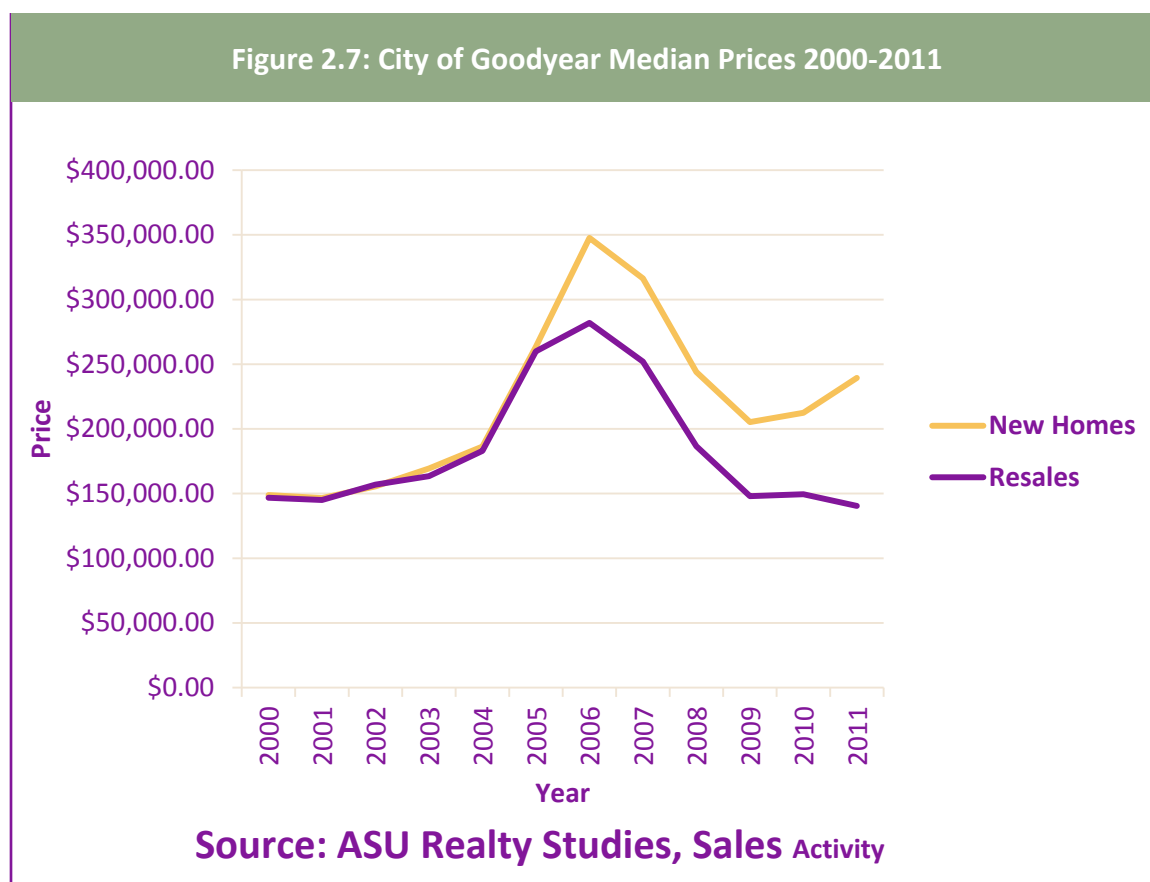
Industry	Goodyear	Buckeye	Avondale	Peoria	Maricopa	Arizona
Civilian employed population 16 years and over	25,910	17,738	32,406	70,444	1,673,777	2,655,557
Agriculture, forestry, fishing and hunting, and mining	0.6%	1.7%	0.7%	0.4%	0.6%	1.3%
Construction	8.0%	8.6%	6.2%	7.5%	6.6%	6.6%
Manufacturing	5.3%	8.0%	8.3%	6.4%	8.1%	7.3%
Wholesale trade	3.4%	2.8%	4.1%	2.9%	2.7%	2.4%
Retail trade	10.8%	11.7%	13.8%	13.2%	12.6%	12.7%
Transportation and warehousing, and utilities	8.6%	10.5%	9.6%	5.8%	5.3%	4.9%
Information	1.5%	1.3%	2.3%	2.1%	2.1%	1.9%
Finance and insurance, real estate and rental and leasing	9.7%	7.1%	6.1%	12.1%	9.1%	7.5%
Professional, scientific, manage, admin and waste manage services	10.1%	8.5%	9.9%	9.1%	12.2%	11.4%
Educational services, health care and social assistance	22.6%	18.3%	19.3%	21.3%	21.8%	22.6%
Arts, entertainment, recreation, accommodation and food services	8.0%	8.0%	8.6%	8.5%	9.9%	10.8%
Other services, except public administration	4.3%	4.1%	3.7%	5.0%	4.6%	4.7%
Public administration	7.2%	9.5%	7.3%	5.4%	4.5%	5.9%

Source: U.S. Census Bureau, 2006-2010 American Community Survey

2. Demographics

2.9 New Home Sales & Resale

The price of a new home sold in Goodyear increased from an average of \$146,535 in 2001 to a decade high of \$347,570 in 2006, a sizeable jump of 137 percent within five years. Median new home prices in the neighboring communities of Buckeye, Avondale, and Peoria also rose sharply during this time at an average rate of 129 percent, which also peaked in 2006 at an average combined sale price of \$310,045. Additionally, as demonstrated in Table 2.18, the average new home price in Maricopa County peaked at \$306,355 in 2006, which was 95 percent higher than the County average in 2001. At this time, resale prices also peaked in 2006, with the Maricopa County average being \$260,600, and the average re-sold home in Goodyear selling for slightly more at \$282,000.



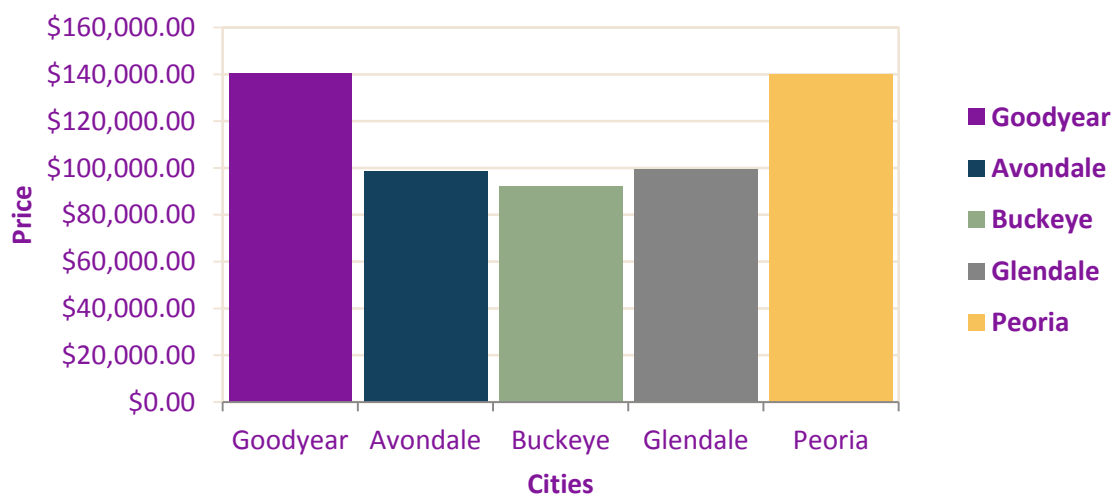
2. Demographics

Figure 2.8: New Homes and Resale 2000-2011



Source: ASU Realty Studies, Sales Activity

Figure 2.9: Median Resale Price 2011



Source: ASU Realty Studies, Sales Activity

Table 2.18: New Homes number and Median price 2000-2011 by Cities, County

	Goodyear		Buckeye		Avondale		Peoria		Maricopa	
	New Homes	Price \$	New Homes	Price \$	New Homes	Price \$	New Homes	Price \$	New Homes	Price \$
2000	1,335	148,900	NA	NA	965	124,900	2,820	144,740	28,235	150,770
2001	1,935	146,535	60	102,225	1,985	132,540	2,280	170,240	28,005	156,560
2002	1,820	155,560	70	114,845	1,955	135,395	1,810	185,370	29,125	159,990
2003	1,910	169,370	460	122,030	1,645	137,530	1,585	215,825	32,700	173,240
2004	2,175	186,310	1,370	136,880	1,980	163,670	1,395	270,000	38,285	195,000
2005	1,775	263,525	3,305	186,520	1,805	224,915	1,875	323,190	42,550	251,795
2006	2,535	347,570	3,845	249,455	1,445	285,030	2,235	395,650	38,485	306,355
2007	1,640	316,290	2,485	242,800	830	236,890	1,430	341,585	25,850	285,085
2008	920	244,000	2,080	179,000	470	204,635	925	282,885	14,960	235,955
2009	560	205,285	985	157,660	175	153,100	435	253,350	8,320	208,040
2010	500	212,435	430	173,375	90	160,000	355	236,505	6,825	222,360
2011	520	239,370	460	168,725	50	129,995	390	243,780	6,225	222,300

Source: ASU Realty Studies, Sales Activity

Table 2.19: Re-sale Homes number and Median price 2000-2011 by Cities, County

	Goodyear		Buckeye		Avondale		Peoria		Maricopa	
	Resales	Price \$	Resale's	Price \$	Resale's	Price \$	Resale's	Price \$	Resale's	Price \$
2000	395	146,750	160	89,000	490	130,000	2,275	122,500	55,370	128,900
2001	510	145,000	160	114,950	680	132,900	2,850	128,500	61,155	136,000
2002	625	156,950	165	105,000	805	139,000	2,945	136,900	62,625	144,900
2003	920	163,500	265	120,000	1,080	148,800	3,515	151,000	73,785	155,000
2004	1,900	183,000	800	130,000	2,145	163,000	4,575	175,000	102,115	174,815
2005	2,225	260,000	1,315	204,950	2,785	239,900	5,055	250,000	110,835	240,500
2006	1,075	282,000	490	223,500	1,555	255,000	2,930	270,000	67,035	260,600
2007	1,055	252,000	640	200,700	1,210	225,000	2,590	257,000	54,570	255,000
2008	2,270	186,635	2,145	147,000	2,995	158,895	3,635	210,000	81,700	186,000
2009	3,345	148,000	4,110	99,000	4,125	110,000	5,000	166,750	112,730	140,000
2010	3,010	149,460	3,620	106,000	3,100	111,500	5,305	159,000	106,975	142,000
2011	2,895	140,500	3,170	92,000	2,850	98,400	5,355	140,000	106,850	127,000

Source: ASU Realty Studies, Sales Activity

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